

## WHAT IS CLAIMED IS:

1. In a label holder to be fitted into a C-channel wherein the C-channel includes an upper lip defining a downwardly-opening upper pocket and a spaced lower lip defining an upwardly-opening lower pocket, and the label holder includes a labeling panel having upper edge portions adapted to be engaged in the upper pocket of a C-channel, and lower edge portions, a front face adapted to support an information-containing label, and a rear face, and a rearwardly-extending mounting leg having one end portion secured to the rear face of the labeling panel intermediate the upper and lower edge portions of the labeling panel, and a second end portion including a terminal tip adapted to be engaged in the lower pocket of the C-channel, the improvement which comprises said mounting leg including a resilient arcuate portion one end of which is secured to said rear face of said labeling panel, said arcuate portion initially extending upwardly and rearwardly away from said rear face of said labeling panel and then extending downwardly to said tip of said second end portion of said mounting leg to thereby provide adjustability to the effective length of said mounting leg to accommodate C-channels with different spacings between their upper and lower pockets.

2. The improvement of claim 1 wherein said second end portion of said mounting leg extends back from said arcuate portion toward said rear face of said labeling panel with said tip thereof terminating in spaced relation to said rear face of said labeling panel.

3. The improvement of claim 1 wherein said label holder further includes a transparent cover member having a front face, a rear face and lower edge portions, said lower edge portions of said cover member being resiliently secured to said lower edge portions of said labeling panel to define a label-receiving pocket between said front face of said labeling panel and said rear face of said cover member.

4. The improvement of claim 3 further including sign-receiving means carried by said front face of said cover member.

5. The improvement of claim 4 wherein said sign-receiving means comprises an upper lip on said front face of said cover member defining a downwardly-opening pocket adapted to receive one part of a sign holder and a spaced lower lip on said front face of said cover member defining an upwardly-opening pocket adapted to resiliently receive a spaced second part of the sign holder.

6. In combination, a C-channel comprising an upper lip defining a downwardly-opening upper pocket and a spaced lower lip defining an upwardly-opening lower pocket, and a label holder comprising a labeling panel having upper edge portions engaged in said upper pocket of said C-channel, and lower edge portions, a front face adapted to support an information-containing label, and a rear face, and a rearwardly-extending mounting leg having one end portion secured to the rear face of said labeling panel intermediate said upper and lower edge portions of said labeling panel, and a second end portion including a terminal tip engaged in said lower pocket of said C-channel, said mounting leg including a resilient arcuate portion one end of which is secured to said rear face of said labeling panel, said arcuate portion initially extending upwardly and rearwardly away from said rear face of said labeling panel and then extending downwardly to said tip of said second end portion of said mounting leg to thereby provide adjustability to the effective length of said mounting leg to accommodate C-channels with different spacings between their upper and lower pockets.

7. The combination of claim 6 wherein said C-channel is formed on the front edge of a merchandise shelf.

8. The combination of claim 7 wherein the shelf is a Lozier shelf.

9. The combination of claim 7 wherein the shelf is a Madix shelf.

10. The combination of claim 7 wherein the shelf is a Streater shelf.

11. The combination of claim 6 wherein said second end portion of said mounting leg extends back from said arcuate portion toward said rear face of said labeling panel with said tip thereof terminating in spaced relation to said rear face of said labeling panel.

12. The combination of claim 6 wherein said label holder further includes a transparent cover member having a front face, a rear face and lower edge portions, said lower edge portions of said cover member being resiliently secured to said lower edge portions of said labeling panel to define a label-receiving pocket between said front face of said labeling panel and said rear face of said cover member.

13. The combination of claim 12 further including sign-receiving means carried by said front face of said cover member.

14. The combination of claim 13 wherein said sign-receiving means comprises an upper lip on said front face of said cover member defining a downwardly-opening pocket adapted to receive one part of a sign holder and a spaced lower lip on said front face of said cover member defining an upwardly-opening pocket adapted to resiliently receive a spaced second part of the sign holder.